

CLAIMS:

1. Method of presenting media content to a user or group of users, wherein the media content resides on a storage system and the method comprises the steps of:
defining a query to retrieve the media content, which query is appropriate for the user's situation by using context information;
5 retrieve the queried media content from the storage system; and
presenting the queried media content to the user or group of users.
2. Method of presenting media content to a user or group of users according to claim 1, wherein the context information comprises at least one of sensor data about at least
10 one person present, sensor data about at least one object present, a context-dependent user profile, and a context-dependent group profile.
3. Method of presenting media content to a user or group of users according to claim 1, wherein the context information comprises a combination of events of which each
15 event is described by means of at least one of information about space, information about time, and information about who or what is described by the respective event.
4. Method of presenting media content to a user or group of users according to claim 3, wherein the context information contains a mathematical relation between the events
20 to enable reasoning about the events.
5. Method of presenting media content to a user or group of users according to claim 3, wherein events comprise at least one of a physical event, a content event, a people event, and an input event.
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6. Method of presenting media content to a user or group of users according to claim 2, wherein the user profile and the group profile are based upon at least one profile rule, and the at least one profile rule describes, for the user or group of users, an action concerning a possible event which possible event should be realized according to the user or

group of users when a given event takes place and, the method comprising the step of applying the at least one profile rule to the context information which includes the given event, in order to determine the possible event.

- 5 7. Method of presenting media content to a user or group of users according to claim 6, wherein the possible event is determined using a rating value and the user who gave the rating value.
8. Method of presenting media content to a user or group of users according to claim 2, wherein a Semantic Web language is used to represent information about the media content and the context information.
- 10 9. Method of presenting media content to a user or group of users according to claim 2, wherein the user profiles of different users are separately stored on different places on the internet.
- 15 10. Method of presenting media content to a user or group of users according to claim 6, wherein the mathematical relations for reasoning about events are located on a central server.
- 20 11. Method of presenting media content to a user or group of users according to claim 6, the method comprising the step of applying a query creation strategy to determine the at least one profile rule to apply.
- 25 12. Method of presenting media content to a user according to claim 1, the method comprising the step of retrieving the queried media content by means of collaborative filtering.
- 30 13. System for presenting media content to a user, wherein the media content resides on a storage system and the system comprises:
 defining means conceived to define a query to retrieve the media content, the query being appropriate for the user's situation by using context information;
 retrieving means conceived to retrieve the queried media content from the storage system; and

presenting means conceived to present the queried media content to the user.

14. Computer program product designed to perform the method according to any of the claims 1 to 12.

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15. Information carrier comprising the computer program product according to claim 14.

16. Entertainment device comprising the system according to claim 13.